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TRAVEL PRINTOUT

Research News for the U.S. Travel Industry

U.S. Travel Data Center

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NATIONAL TRAVEL SURVEY

1981 TRAVEL VOLUME CONTINUES TO REBOUND

The volume of travel continues to rebound to the more normal levels of earlier years according to the 1981 National Travel Survey Second Quarter Report released this week by the U.S. Travel Data Center.

Overall, person-trips were up 30 percent over the second quarter of 1980. (A person-trip is recorded each time any one person goes on a trip 100 miles or more away from home.)

After a similar increase in travel volume during the first quarter of 1981, the survey results continue to underscore the optimism exhibited by the travel industry at the beginning of the year.

According to the National Travel Survey, a monthly telephone survey of over 1,000 American adults, almost all types of travel showed marked increases over the depressed levels recorded in the second quarter of last year. Vacation travel increased 45 percent, followed by pleasure and weekend travel. Business and convention travel posted the least increase, 5 percent.

The South was the favorite destination region, while New England drew the least visitors. The number of Americans traveling outside the U.S. increased 13 percent over the second quarter of 1980, the survey reported.

Several trends in the travel behavior of Americans emerged from the report. First, travel by auto, truck or recreational vehicle continued to increase while air travel declined.

Second, travelers continued to take trips which were shorter in duration to destinations closer to home when compared to last year's second quarter.

Third, because more Americans were traveling, hotel and motel patronage also increased.

The 1981 National Travel Survey Second Quarter Report, including 134 pages of tables, analysis, and comparisons with 1980, is available for $50.00 prepaid from the U.S. Travel Data Center, 1899 L Street, N.W., Washington , D.C. 20036. # #

DATA CENTER CONDUCTS SPECIAL RESEARCH

Companies needing special travel research have found the monthly National Travel Survey to be an economical alternative to fielding an individual study.

By adding proprietary questions to the survey, a Data Center client can receive specific information on any travel/recreation-related topic. The client pays for the additional questions and receives cross tabulations by other trip and traveler information collected through the survey.

In addition to adding questions for a major hotel chain, a rental car company, an amusement park, and a major luggage manufacturer the Data Center has worked with the Boeing Company to investigate the fear of flying.

Topics studied through the survey include planned and actual visits to national park service areas, as well as an investigation of actual and potential travel to Canada sponsored by the Canadian Government Office of Tourism.

The Data Center has also produced special tabulations of the National Travel Survey data base for clients including Better Homes and Gardens and individual states.

For further information on proprietary questions or special tabulations, contact Suzanne D. Cook, manager of survey research, U.S. Travel Data Center, 1899 L Street,N.W., Washington, D.C. 20036, phone 202/293-1040. # #

TRAVEL PRICE INFLATION DROPS SHARPLY IN SEPTEMBER

The cost of travel in the U.S., as measured by the U.S. Travel Data Center's Travel Price Index (TPI) increased 0.3 percent in September, down from the 0.9 percent rise registered in August.

For comparison, the Consumer Price Index rose 1.0 percent on a seasonally unadjusted basis in September, up slightly from the 0.8 percent increase in August.

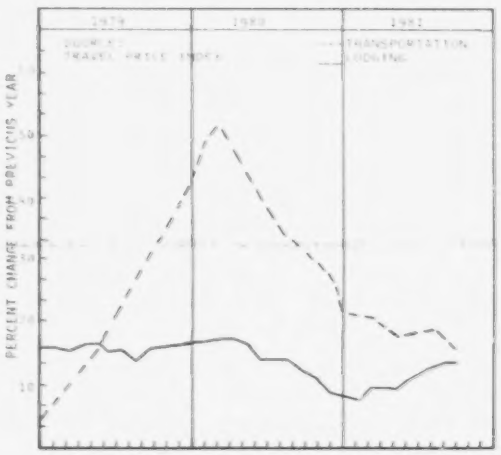
The TPI, which measures changes in the seasonally unadjusted cost of lodging, food, transportation, and other goods and services purchased by Americans while away from home in this county, stood at 327.0 in September (1967=100).

The cost of intercity bus fares and incidental purchases posted increases of 1.1 percent for the month, to lead all other TPI components. The cost of entertainment services followed with an increase of 1.0 percent from August.

Gasoline prices fell for the sixth consecutive month, declining 0.1 percent in September. Airline fares increased 0.3 percent from August.

The TPI has increased 12.1 percent since September 1980, the smallest annual increase in the TPI in two and one-half years. The CPI has increased 11.0 percent during the same period.

The TPI is based upon U.S. Department of Labor consumer price data and is published monthly by the U.S. Travel Data Center. # #



TRANSPORTATION AND LODGING
PRICE INFLATION NEARLY EQUAL

Monthly and Annual Rates of Change in the Travel Price Index and Components, September, 1981

TPI COMPONENT	Monthly Percent Change August, 1981 to September, 1981	Annual Percent Change September, 1980 to September, 1981
Transportation	0.1%	14.6%
Airline Fares	0.3	20.0
Intercity Bus Fares	1.1	15.3
Intercity Train Fares	0.1	19.4
Taxicab Fares	0.2	8.2
Gasoline	-0.1	10.2
Lodging	0.2	13.7
Food Away From Home	0.4	8.6
Entertainment Services	1.0	6.2
Incidentals	1.1	6.0
TRAVEL PRICE INDEX	0.3	12.1
CONSUMER PRICE INDEX	1.0%	11.0%

Source: U.S. Travel Data Center and U.S. Bureau of Labor Statistics

TRAVEL PRINTOUT is published monthly by the U.S. Travel Data Center, the national non-profit center for travel and tourism research, 1899 L Street, N.W., Washington, D.C. 20036. Telephone number, (202) 293-1040. Dr. Douglas C. Frechtling, Director. Ida Simmons, Editor. TRAVEL PRINTOUT reports on the results of Data Center projects, national travel research conducted by other respected organizations, and trends in the U.S. travel industry. Subscriptions are available for $35 per year, U.S., Canada, and Mexico; other foreign countries, $40 per year, payable in U.S. funds only.

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TRAVEL IN AUGUST SURPASSES 1980 LEVELS

Travel in August surpassed year-earlier levels despite air controller's strike, according to the U.S. Travel Data Center's National Travel Survey conducted early in September.

U.S. travelers took two percent more person-trips in August than during the same month of last year, but air person-trips declined 10.4 percent. (A person-trip is recorded each time a person goes on a trip 100 miles or more away from home.)

Intentions to take vacation trips remain substantially higher than last year. Thirty-seven percent of U.S. adults surveyed said they were planning a vacation trip during the suceeding six months, up from 31 percent in September 1980. A shift toward greater usage of personal motor vehicles for intended vacation travel, and away from air transportation, was also indicated.

August trips were considerably shorter than last year at this time, particularly among vacation travelers who reduced their trip distances from an average of 1,000 round-trip miles in August 1980 to 880 miles this year. The average duration of these trips, however, remained unchanged from the 5.6 nights recorded last year.

The new vacation travel intentions series, recently added to the National Travel Survey, further reveals that respondents plan to be away from home an average of 7.3 nights. Nearly one-third of these travelers said they will travel more than 1,000 round-trip miles and 30 percent plan to visit destinations in The South.

The Data Center's National Travel Survey comprises telephone interviews with more than 1,000 U.S. adults each month projectable to the national population. The complete monthly results are available by subscription only; selected data are published quarterly by the Data Center.# #

BRIEFS

Last month the July figure for rail passenger traffic was unavailable at press time. The number of Amtrak passenger-miles in July was 521.3 million.

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The 1982 Travel Outlook Forum will be held on December 10, 1981, at the Hyatt Regency of Washington, D.C. Contact Ida Simmons, manager of communications, U.S. Travel Data Center, 1899 L Street, N.W., Washington, D.C., 20036. Phone 202/293-1040.

Due to limited space, no complimentary forum registrations for reporters will be accepted after November 18. # #

VISITOR VOLUME AT NATIONAL PARKS

Region	August, 1981 visits1 (thousands)	Change from July, 1981 (percent)	Change from August, 1980 (percent)	1981/80 Year to date change (percent)
New England	2,380.0	15.6%	31.%	2.0%
Eastern Gateway	2,480.9	-16.3	-34.5	-23.9
G. Washington Country	10,911.2	-6.2	21.1	18.1
The South	9,587.7	-13.5	-1.7	2.2
Great Lakes Country	1,042.5	5.0	-.9	-1.1
Mountain West	5,696.7	-5.2	10.9	12.2
Frontier West	2,682.0	.8	3.3	9.0
Far West	4,777.5	15.0	11.1	9.2
The Islands	386.4	-18.5	28.1	8.8
TOTAL	39,944.9	-4.9%	-7.2%	6.9%

Preliminary; adjusted for differences in reporting units. Source: National Park Service.

States comprising the Travel Industry Association of America (TIA) travel regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. EASTERN GATEWAY: New York, New Jersey. GEORGE WASHINGTON COUNTRY: Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia. SOUTH: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee. GREAT LAKES COUNTRY: Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin. MOUNTAIN WEST: Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming. FRONTIER WEST: Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas. FAR WEST: Alaska, California, Idaho, Nevada, Oregon, Washington. THE ISLANDS: American Samoa, Guam, Hawaii, Northern Marianas, Puerto Rico, Virgin Islands.

CURRENT TRAVEL INDICATORS

	August, 1981	% change from July, 1981	% change from August, 1980	Year-to-date % change 1981/1980
Establishment receipts or retail sales[1]				
Amusement and recreation services	$2,593 million	0.9	10.4	12.9
Car rental/leasing without drivers	444 million	1.6	7.5	6.9
Eating and drinking places	7,733 million	-0.8	8.4	10.7
Hotels, motels and other lodging places	2,269 million	0.3	10.6	9.9
Gasoline service stations	8,526 million	-0.2	6.6	11.1
Commercial lodging demand				
Hotel/motel occupancy rate[2]	73.6 percent	0.4	-1.8	-2.5
Real demand for commercial lodging[3]	798.6 million	-1.2	-1.4	1.2
Airline passenger traffic[4]				
Domestic revenue passenger-miles	15.8 billion	-1.2	-11.7	-8.5
International revenue passenger-miles	5.8 billion	3.6	-4.8	-3.7
Bus Passenger Traffic				
Intercity bus passenger-miles	N/A	N/A	N/A	N/A
Highway traffic volume[6]				
Main rural road vehicle-miles	52.8 billion	0.6	3.8	3.8
Rail passenger traffic[7]				
Amtrak passenger-miles	N/A	N/A	N/A	N/A
Travel Price Index[8]	326.1	0.9	13.4	13.7
U.S. resident travel[9]				
Total person-trips	138.9 million	4.8	2.1	18.7
Vacation person-trips	102.8 million	6.5	4.7	20.9
Public use of National Parks[10]				
Visits	39,945,100	-12.3	-2.9	7.5
Overnight stays	3,325,900	1.5	-1.6	1.8
Foreign arrivals in U.S.[11]				
From overseas	1,189,866	9.4	2.1	4.2
From Canada	1,559,349	1.3	-12.4	-4.0
U.S. citizen departures[11]				
To overseas	756,910	-11.7	-8.6	-4.4
To Canada	2,348,470	3.3	-0.4	2.2
Domestic demand for motor gasoline[12]				
Barrels per day	6,915 thousand	2.1	4.0	-1.1

[1]Preliminary; adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. [2]Source: Laventhol and Horwath, seasonally adjusted. [3]Preliminary; seasonally unadjusted expenditures for commercial lodging adjusted for inflation since 1967. Source: U.S. Travel Data Center. [4]Preliminary; U.S. scheduled service air carriers. Source: Civil Aeronautics Board. [5]All carriers regular route and charter service. Source: American Bus Association. [6]Source: Federal Highway Administration. [7]Source: National Railroad Passenger Corporation (Amtrak). [8]Source: U.S. Travel Data Center and Bureau of Labor Statistics. [9]Source: U.S. Travel Data Center. [10]Preliminary; unadjusted for differences in reporting units. Source: National Park Service. [11]Source: U.S. Travel Service and Nettelton Travel Research Center. [12]Preliminary; Source: U.S. Department of Energy.

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